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# fashion calendar

RUTH FINLEY, PUBLISHER  
TR 9-2343 / ISSUED WEEKLY / 25th YEAR  
8 EAST 77th STREET / NEW YORK, N. Y. 10021



## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 7, 1965</u>			
Thursday May 6 9:30 A.M.	SHOWING: FUR-LINED COATS AND SUITS Fall-Winter fur-lined coats, suits, and rainwear, designed by Betti Belmont at 9:30, 11:00, and 3:30 daily, by appointment. Contact: LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 6 10:00 A.M.	SPORTSWEAR FASHIONS BY BONNIE CASHIN "Americana Sportswear"--fashions in leather, tweed, jersey, canvas, designed by Bonnie Cashin for Sills & Company. By invitation. Daily thereafter, by appointment. Publicity: J. Wilfrid Gagen or Bob Rodgers at Fashion Bureau, 128 East 37th Street, OR. 9-6996.	SILLS & COMPANY	48 WEST 37TH STREET SHOWROOM - 20TH FLOOR
Thursday May 6 12:30 P.M. Luncheon	DANISH LUNCHEON: FUR FASHION SHOW Her Royal Highness, Princess Benedikte of Denmark will be guest of Honor on her first visit to the United States. The Birger Christensen fur collection of Saga mink will be flown here for the showing. Master of Ceremonies: Victor Borge. Price: \$30.00 (authentic Danish luncheon), benefit American Cancer Society (Children's Fund). By invitation only. Publicity: Vivienne P. Fox at Leber, Katz, Paccione, PL. 1-4477.	CONSUL GENERAL OF DENMARK	HOTEL PLAZA BALLROOM
Friday May 7- May 9	"TANNING WEEKEND" IN ARUBA Rayette will invite the beauty press for a weekend in Aruba to preview Tan Tone Make-Up Blender. Departing, May 7 at 10:30 A.M. By invitation. Publicity: Terry Seymour, LT. 1-3500.	RAYETTE	ARUBA CARIBBEAN HOTEL NETHERLANDS, W.I.

### WEEK BEGINNING MONDAY, MAY 10, 1965

May 10	ALTMAN RELEASE--"Studio Three Goes Greek." (Preview May 4)		
Monday May 10 5:30 P.M.- 7:30 P.M. Cocktails	FASHION SHOW: FALL WOOLEN FASHIONS "The Autumn-Atics"--showing of H <sub>2</sub> O woolen Fall fashions. Coordinator: Mia Grau. For press and buyers, by invitation. Contact: Robert Kane, (Marketing Services), OX. 5-1000, Ext. 217.	J.P. STEVENS & COMPANY (1460 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday May 11 9:30 A.M. Breakfast	PRESS PREVIEW: NEW MEXICAN SHOP "Mexican Fantasy"--press preview of Altman's new Mexican shop. By invitation. (For Release, Wed., May 12.) Publicity: Jane Van Schoick, OR. 9-7800.	B. ALTMAN & COMPANY	4TH FLOOR
Tuesday May 11 10:30 A.M.	OPENING: FALL COLLECTION Showings May 11, 25, June 1, 8, 15, 22 at 10:30. By reservation. Contact: Phyllis Rosenberg, LO. 4-7832.	HANIMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 11 11:30 A.M. Aperitif	PRESS PREVIEW OF PEARL COLLECTION Preview for the press of Cartier's pearl collection. (For Release, Fri., May 14.)	CARTIER Publicity: Ruth Hammer Assoc., EL. 5-7872.	5TH AVE. AT 52ND STREET ROTUNDA-MAIN FLOOR
May 12	MACY'S RELEASE DATE--California sportswear. (No Press Show)		
Wednesday May 12 8:00 A.M. Breakfast	NEW "STRETCH-RITHMETIC" COLLECTION Stretchini will introduce a new look in children's sportswear, designed in "Actionwear," at a champagne breakfast. By invitation only. Contact: Alice Koren at Stretchini, OX. 5-0174.	STRETCHINI- CHEMSTRAND	HOTEL PLAZA BALLROOM
Wednesday May 12 11:00 A.M.; 2:00 P.M.; 3:30 P.M.	PREVIEW OF FALL FOUNDATION COLLECTION Preview of Fall foundation collection May 12 at 11:00, 2:00, 3:30. For press and resident buyers, by invitation. Contact: Lila Moren (Press); Kay Keniry (Buyers), MO. 1-1300.	WARNER SLIMWEAR- LINGERIE	90 PARK AVENUE SHOWROOM - 12TH FLOOR
Wednesday May 12 12:30 P.M. Luncheon	SHOWING OF FRENCH IMPORT FASHIONS "French Imports for Spring-Summer"--by Mademoiselle Suzanne. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	MADemoiselle SUZANNE (2 WEST 47TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 12 3:45 P.M.; 8:15 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Forty-second annual fashion showing of original designs--created, modelled, staged, and commentated by students. Tickets: \$3.00, afternoon; \$5.00, evening. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	PARK SHERATON HOTEL BALLROOM
Wednesday May 12 4:00 P.M. Cocktails	THIRTEENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award to Geoffrey Beene. Show at 4:30 P.M. By invita- tion. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
May 13	ALTMAN'S RELEASE DATE--International Beauty Fair. (No Press Show)		
Thursday May 13 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview for the press of children's import collection. By invitation. (For Release, Mon., May 17.)	OHREBACH'S Publ.: Mary Ann Crenshaw, OX. 5-4000, Ext. 279.	6TH FLOOR
Thursday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Summer fashions, designed by Shannon Rodgers for Jerry Silver- man, available at Miss Bergdorf. Press by invitation. Public by reserva- tion: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordi- nator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 13 12:30 P.M. Luncheon	PRESS PREVIEW: CANDLES AND TABLE SETTINGS Preview for the press of candles and table settings. By invitation. Publicity: Elizabeth O'Connor at McGeehan & O'Connor, PL. 9-8150.	PARAGON CANDLE COMPANY (225 FIFTH AVENUE)	ST. REGIS HOTEL VERSAILLES ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 13 4:30 P.M.- 6:30 P.M.	PREVIEW: CALIFORNIA FALL CARPET BAGS Jerry Terrence will preview his Fall collection of carpetbags, fabricated of the latest carpets. By invitation. Publicity: Freeman, Sutton & Assoc., Hollywood, Cal. Contact: Eve Siegel Assoc., MU. 8-4598.	THE AL TERRENCE CO. (HUNTINGTON PK., CAL.)	SHERATON-ATLANTIC HOTEL 34th STREET & BROADWAY
May 14	MACY'S RELEASE--European furniture. (No Press Show)		
May 14	CARTIER RELEASE--Pearl collection. (Preview, May 11--See Pg. 2)		
Friday May 14 12:30 P.M. Luncheon	CHILDREN'S DIVISION: LUNCHEON MEETING "It's A Small World"--Speaker: Elizabeth Enright, Winner of Newberry Award for Children's Books. Report and Commentary: Marcelle Burnham, "McCall's Magazine." Chmn.: Marcelle Burnham; and Vernie Theden Hill, Bonwit Teller. Prices: \$8.00, members; \$12.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday May 14 5:00 P.M. Cocktails	RECEPTION FOR QUEEN SIRIKIT OF THAILAND The Honorable Sanga Sukhabut, Commercial Counsellor of Thailand, and Thai-Am., Inc. will present a special tribute to her Majesty Queen Sirikit of Thailand, on her selection as "best-dressed lady of the world." By invitation. Contact: Donna Nubia Braschi, PL. 1-2040.	THAI-AM., INC. (1005 SECOND AVENUE)	N.Y. WORLD'S FAIR THAILAND PAVILION
May 17	OHRBACH'S RELEASE--Children's import fashions. (Preview May 13--See Pg. 2)		
Monday May 17 12:00 Noon Cocktails	PREVIEW OF LINGERIE AND LOUNGEWEAR Preview of Fall lingerie and loungewear fashions. <u>Luncheon at 12:30.</u> Show at 1:15. By invitation. Market Weeks: June 7 and June 14 at 10:30 and 2:30. Publicity: Rosemarie Fay, MU. 3-7020.	KAYSER-ROTH LINGERIE (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Monday May 17 4:30 P.M. Champagne	PRESS PREVIEW: "CLIMA SOLEIL" COSMETICS "Clima Soleil"--preview of a new cosmetic line. By invitation. ( <u>For Release, Thurs., May 20.</u> ) Publicity: Joan Powers, PL. 9-2000.	BEST & COMPANY	9TH FLOOR PRESIDENT'S OFFICE
May 18	MACY'S RELEASE DATE--"Children by the Sea." (No Press Show)		
Tuesday May 18 8:30 A.M. Breakfast	SUBTEEN FASHION & MERCHANDISING CLINIC Eleventh annual back-to-school subteen fashion and merchandising clinic. Complete presentation of publicity campaigns and subteen style show forecast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Contact: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM
Tuesday May 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR FASHIONS Preview for the press of swimwear collection. By invitation. ( <u>For Release, Wed., May 19.</u> ) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Tuesday May 18 11:00 A.M.; 2:30 P.M.	PREVIEW: FALL LINGERIE AND UNDERFASHIONS Fall lingerie and underfashions at 11:00 A.M. and 2:30 P.M. For press and resident buyers, by invitation. Publicity: Jane Patrick, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 18 12:00 Noon	PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter June 8 and 15 at 12:00 Noon. By reservation. Contact: Ann Lawrence, WI. 7-1061.	NANTUCKET NATURALS, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL RAINWEAR COLLECTION "Think Young--Look Young--Be Young," designed by Peter Conte and John Weitz. Showing March & Mendl misses fashions. PRL All Weather Fashions for juniors, Picket Fence for girls and young juniors. Commentator: Susan Kohner. Thereafter in showroom. Contact: Rita Kluger, LA. 4-7942.	MARCH & MENDEL (512 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 18 4:00 P.M. Cocktails	BRAS AND FOUNDATION FORUM "The Youth Market"--Speakers: Inez Foster, Maidenform; Seymour Lipton, Youthcraft Creations; Arthur Baum, Formfit Co.; Rosalind Starkman, Bloomingdale's; E. Jeanette Myers, The Higbee Co. By invitation. Contact: Peg O. Benson, PL. 9-8100, Ext. 296.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA LOUIS XVI SUITE
Tuesday May 18 7:30 P.M. Dinner- Dance	FESTIVAL OF FRAGRANCE DINNER-DANCE Costume promenade, interpreting fragrance names. Judges: Geoffrey Beene, Lester Gaba, Adolphe Greene, Phyllis Newman, Eugenia Sheppard. Promenade Commentator: Lilo. For benefit of The Kidney Foundation. Tickets: \$30.00 (tax deductible), by reservation. Contact: The Fragrance Foundation, 101 Park Avenue, MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL ASTOR BALLROOM
Wednesday May 19 12:30 P.M. Luncheon	SHOWING OF SWIM SUITS AT LUNCHEON Swim suits, designed by Sea B's. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	SEA B'S (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Beginning Wednesday May 19	OPENING OF FALL COLLECTION Arbe Originals presents the Fall collection of boutique separates, cashmere coordinates, casual and dressy suits, designed by Dorothy Arden. Daily informal showings. Contact: IW. 4-0220.	ARBE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 20	BEST'S RELEASE--"Clima Soleil," new cosmetics. (Preview, May 17--See Pg.3)		
Thursday May 20 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION David Crystal will present their Fall collection of dresses. For press and resident buyers, by invitation. Publ.: Jeanette Gottlieb, BR.9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 20 4:30 P.M.	FALL CHILDREN'S FASHION SHOW Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
Monday May 24- June 18 8:30 A.M.; 12:30 P.M.; 5:00 P.M.	FASHIONS FROM AUGUST COLLEGE ISSUE Fashion presentations at 8:30 A.M.(breakfast); 12:30 P.M.(box luncheon); 5:00 P.M.(coffee). By invitation to retailers. (There will be no fashion showings on Mondays at 8:30 A.M.; or Fridays at 5:00 P.M.) Contact: Joan Alforno, Merchandising Editor, MU. 9-5900.	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 24 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE "Coming Of Age"--Twenty-first anniversary celebration; fashion presentation at 8:00 P.M., followed by supper and dancing at 9:00 P.M. Contribution of \$100.00 per person (tax deductible) payable to the "Educational Foundation for the Apparel Industry." Contact: Shirley Goodman, Executive Director, LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET F.I.T. THEATRE
Tuesday May 25 10:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION Preview of Fall sportswear, separates, casual dresses, at-home fashions, designed by Ruthanne Tuttle. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: WI. 7-8178. Publicity: Stutman Assoc., CI. 7-2662.	MR. GEE, INC. (1407 BROADWAY)	LA FONDA DEL SOL TIME & LIFE BLDG.
Tuesday May 25 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Beginning Tues., June 1, daily informal showings. Contact: PE. 6-2291.	BARBERINI (DIV. OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday May 25 3:45 P.M.	PREVIEW OF FALL SUITS AND COSTUMES Fall suits and costumes, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS DESIGNED BY STEFAN	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 25 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Claret sportswear, casual dresses, and import knits, designed by June Francis. By invitation. Publicity: Essie Pinsker, WI. 7-2514. Continuous daily thereafter at showroom. Contact: Judith Shorten, LO. 3-6126.	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Tuesday May 25 4:00 P.M. Cocktails	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS By invitation. Thereafter June 8 and 15 at 1:00 P.M. By reservation. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday May 26 8:00 A.M. Breakfast	SHOWING OF FALL FASHIONS Cone Mills will present Fall fashions, featuring misses and junior dresses, sportswear, outerwear, and nightwear. Show promptly at 8:30. For press and buyers, by invitation. Publicity: Patricia A. Bell, LO. 5-4600.	CONE MILLS INC.	WEAVERS CLUB 111 WEST 40TH STREET
Wednesday May 26 12:15 P.M. Lunch	OPENING: FALL COLLECTION Deanna Littell designs her first collection of Fall sportswear for Zacari Ltd. By invitation. Continuous daily thereafter at showroom, 18th floor. Contact: Harold Goldstein, PE. 6-3650.	ZACARI, LTD. (1410 BROADWAY)	ST. REGIS HOTEL VERSAILLES ROOM
Wednesday May 26 3:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Fall dresses, costumes, and gowns. For press and buyers, by reservation. Continuous daily thereafter, by appointment. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 26 3:45 P.M. Champagne	COURREGES DESIGNS IN LEATHER AND FABRIC Fall-Winter collection, designed in Paris in collaboration with Courreges. Also, a special group of designs by Courreges for Samuel Robert. By invitation (to be presented at door). Publicity: Pennoyer Associates, MU. 2-6480. Contact: Herbert Sondheim, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL REGENCY BALLROOM
Thursday May 27 7:15 A.M. Breakfast	ANNUAL FALL BREAKFAST SHOWS Breakfast at 7:15 A.M., showing at 7:48 A.M., May 27, 28, June 2, 3, 4, 7, 8, 9, 10, 11, 15, 16. Afternoon shows (4:30 P.M., refreshments), June 1 and 14 at 5:02 P.M. Contact: Doris Van Patten, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
Thursday May 27 3:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Continuous daily showings beginning Tues., June 1. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
May 30	MEMORIAL DAY (Legal Holiday on Monday, May 31).		
Tuesday June 1 12:30 P.M. Luncheon	GRADUATION LUNCHEON David Yunich, President of Macy's New York, will address graduates and guests; awards to alumnae. Contact: Lorraine Helfont, TR. 9-4644. Publicity: Ed Watson at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION Junior Sophisticates' Fall collection. Contact: Ellen Roselle, IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 1 1:00 P.M.	OPENING: FALL COLLECTION Fall collection, designed by Stanley Herman. Showings June 1 and 8 at 1:00 P.M. By reservation. Contact: Nancy Mahon, OX. 5-4760, Ext. 742.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 1 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 1, 2, 8, 9, 15 at 2:00 P.M. By appointment. Contact: Miss Jaye, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 1 3:15 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rainwear. By invitation. Continuous daily thereafter. Contact: Rose Blasberg, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 1 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Showings followed by cocktails--For buyers, June 7 at 4:45 P.M. June 10 at 12:00 Noon (luncheon). By invitation. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. Contact: LA. 4-7094.	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 1 4:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Helga will preview their Fall fashions. By invitation. Contact: Sally Wolfe, LE. 2-2070(N.Y.); Walter Oppenheimer, MA. 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 1	OPENING OF FALL COLLECTIONS Daily informal showings of Fall collections, designed by Theo Hynstrom. Contact: Nancy Mahon, OX. 5-4760, Ext. 742.	MR. MORT BOUTIQUES; MR. MORT PETITE JUNIOR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday June 1- June 12	PREVIEW: LONDON FASHIONS IN NEW YORK Frederick Starke will present his Fall suits, sportswear, ensembles, day- time to evening dresses, and "Sugar & Spice" collection. By appointment. Contact: Frederick Starke, 31 Bruton St., London.	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE
Wednesday June 2 8:15 A.M. Breakfast	TEEN-AGE FASHION SHOW AT BREAKFAST Annual fashion show preview for Fall, featuring young junior fashions from Ingenue's August editorials. <u>Show at 8:45.</u> By reservation. Tickets: \$5.00. Contact: YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL ASTOR NORTH BALLROOM
Wednesday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Creations" fur collection for Fall-Winter. By invitation. Trade showings beginning Mon., June 7, daily at 10:00 A.M. and 2:00 P.M. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION Fall cocktail and evening fashions, designed by George Nardiello. There- after June 3, 8, 9, 10, 15, 16, 17 at 9:30. By reservation. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS Jack Sarnoff's Fall coat and suit collection, designed by Molly. Also, June 8, 9, 10, 15, 17 at 10:00 A.M., by reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday June 2 10:30 A.M.	OPENING: FUR FASHIONS BY MR. FRED "Elegant Fun Furs"--including a special collection of active ski parkas. By invitation. Publicity: Lisa Curtis, MU. 4-7444. Thereafter, by appointment. Contact: PE. 6-8516.	FUR & SPORT, INC.	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Wednesday June 2 10:30 A.M.; 11:15 A.M.	OPENING OF FALL COLLECTIONS Showings: Leonard Arkin, June 2, 7, 14 at 10:30. Andrew Arkin, June 2, 7, 14 at 11:15. Contact: Judith Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 2 11:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Opening of Fall collection, "Chapter II"--suits, coats, costumes, dresses, designed by David Kidd. Also June 7, 9, 14, 16 at 11:30. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 2 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Fall collection of sportswear, dresses, and at-home fashions, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous daily informal showings thereafter. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION Fall collection, designed by Ferdinand Bosc, June 2, 7, 8, 9, 14, 16, 22 at 2:15 P.M. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 2 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Fall, Winter, Holiday and Cruise 1965 fashions. By invitation. Contact: PL. 5-2872.	KEN SCOTT OF MILANO	FLEMING-JOFFE SHOWROOM 401 PARK AVE.SO.(28ST.)
Wednesday June 2 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Gerard Pipart of Paris. By invita- tion. Thereafter, June 7, 9, 14, 16, 23 at 10:30. By reservation. Contact: Marta Schreiber, LA. 4-9350.	NINA RICCI- NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 2 4:00 P.M. Cocktails	THIRTIETH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1965 issue. Merchandise exhibit and cocktails at 4:00. Show promptly at 5:00. Tickets: \$15.00, by invitation. Contact: Lenore Benson, Merchandising Editor, MU. 9-5900.	MADMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	HOTEL ASTOR BALLROOM
Wednesday June 2 4:00 P.M.	JUNIOR COLLECTION FOR FALL Designed by Betty Carol. Also June 3 at 4:00. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Wednesday June 2	OPENING: FALL-WINTER FUR COLLECTION Continuous daily showings. By appointment. Contact: AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Wednesday June 2	OPENING OF FALL COLLECTIONS Daily informal showings of Fall dresses, costumes, gowns; also a group of dresses and costumes made in imported knits. Contact: LO. 5-6900.	JONNY HERBERT, INC.; PAB. LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 3 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Press preview of Fall bridal fashions. By invitation. (For Release, Mon., June 7.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR BRIDAL SHOP
Thursday June 3 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 3, 8, 10, 15, 17, 22 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Round the World in Fur"--by H.B.A. By invitation. Thereafter daily at 10:30 and 2:30, by appointment. Contact: Lillian Shockley, LA. 4-0105.	H.B.A. FUR CORP. (STYLED BY DAVID DANA)	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday June 3 1:15 P.M.	PREVIEW OF FALL COLLECTION Fall collection of dresses, costumes, gowns, designed by Miss Gina. By invitation. Thereafter June 8, 10, 15, by reservation. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 3 2:30 P.M.	PRESS PREVIEW: "FUN FURS FOR '65" Quality Furs will preview "Fun Furs for '65." By invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS (MANOS & BLOCK)	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 3 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 8, 9, 15, 16, 22, 23 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Show promptly at 5:00 P.M.</u> For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BALLROOM
Friday June 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW FACIAL SALON Georgette Klinger will invite beauty editors to preview her newly-decorated, enlarged salon. New products and techniques for facial treatment, pre- senting a model with problem skin, half of which has been treated. By invitation. Publicity: Jan Struber, 753-9396.	GEORGETTE KLINGER	501 MADISON AVENUE SALON - SUITE 305
Friday June 4 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTIONS Feder Fashions will present the highlights of couture knitwear by Tricosa of Paris; also Hardy Amies (London) ready-to-wear collection. By invita- tion. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 19TH FLOOR
Friday June 4 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein & Son will present their "Silver Anniversary" Fall and Winter fur collection. By invitation. Showing daily thereafter, by appointment. Contact: PE. 6-0546.	CARL BERNSTEIN & SON	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 11:00 A.M.	OPENING: FALL COLLECTION Also June 7 at 4:00 P.M., June 9 and 14 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 12:00 Noon Luncheon	FASHION SHOWING OF "CHEM-STITCH" PROCESS Hicks & Otis will present a special collection of fashions, featuring a new process "Chem-stitch," fabric sculpture through chemistry. For trade, press, and buyers, by invitation. Contact: Miss Triolo, LO. 4-9012. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	HICKS & OTIS, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Friday June 4 2:30 P.M.	PREVIEW: FALL COLLECTION Fall collection, designed by Ole Borden. For press and buyers, by invita- tion. Thereafter June 8, 9, 10, 15, 16 at 2:30, by reservation. Contact: Seymour Nemeroff, IO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
June 7	BLOOMINGDALE'S RELEASE--Bridal fashions. (Preview, June 3--See Pg. 8)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's couture fur collection for Fall and Winter. By invitation. Thereafter by appointment. Contact: Bill Paige, JU. 2-7430.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 7, 9, 15, 17, 21. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. By appointment. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 11 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
June 7	PRESS SHOWING--MAURICE RENINER'S FALL COLLECTION AT 3:00 (Opening, June 8)		
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Bob Bugnand. For press and buyers by invitation. Thereafter daily at showroom, by appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 7 4:15 P.M. Cocktails	FUR COLLECTION BY BETTY YOKOVA Press preview of Betty Yokova's high-fashion collection, designed for Neustadter. Buyers: Tues., June 8 at 10:00. Both shows, by invitation. Thereafter daily at 10:00 and 2:00, by appointment. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK "Fall Fashion Circus"--premiere showing of complete Fall collections. Stretch pants and tops; "Hot Dog and Relish collection"; "Wild and Wooly Knits." For press and buyers, by invitation. Thereafter by appointment at showroom, 1407 Broadway. Publicity: Barbara Logan, 746-0330(L.A.). Contact: Jay Greenwald, LA. 4-2288(N.Y.).	PHIL ROSE (3751 S.HILL ST., L.A.)	HOTEL ASTOR BALLROOM
Monday June 7 5:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, June 8, 10, 15, 17 at 12:00 Noon, by appointment. Contact: Ruth McLaughlin, IO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Tuesday June 7 6:30 P.M. Cocktails	SEMI-ANNUAL SEMINAR FOR MEMBER STORES Admission by reservation only. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC.(39 W.55TH STREET)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 8 10:00 A.M.	OPENING: FALL COLLECTION Adele Simpson's Fall collection. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 10:00 A.M.	FALL COAT AND SUIT COLLECTION Also, June 10, 15, 17, 23 at 10:00. By reservation.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR Contact: LO. 4-3246.
Tuesday June 8 10:30 A.M.	OPENING OF FALL COLLECTION Also June 9, 11, 15, 17, 22, 24 at 10:30. By reservation.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR Contact: Sam Cohen, LO. 3-5656.
Tuesday June 8 11:00 A.M.	OPENING: FALL COLLECTION Showings June 8 and 15 at 11:00.	MADemoiselle ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR Contact: WI. 7-5335.
Tuesday June 8 11:35 A.M.	PREVIEW: "ELEGANCE OF FURS GOING YOUNG" Preview of the "Elegance of Furs Going Young," by the house of "Black Diamond" mink. Continuous daily thereafter from 10:00 A.M.	OLIVER GINTEL, INC.	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: Miss Sigrid, PE. 6-5573.
Tuesday June 8 12:00 Noon	OPENING: FALL COLLECTION Showings June 8 and 15 at 12:00 Noon.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR By appointment. Contact: WI. 7-0152.
Tuesday June 8 1:00 P.M.	OPENING OF FALL COLLECTION Showings June 8, 9, 10, 14, 15, 16, 21, 22 at 1:00 P.M.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR By appointment. Contact: Jean Roberts, LA. 4-3520.
Tuesday June 8 1:00 P.M.	OPENING: FALL COLLECTION Showings, June 8, 9, 15, 16, 22 at 1:00 P.M.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR By appointment. Contact: Lee Lerner, LO. 3-0988.
Tuesday June 8 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "L'Esprit de Jeunesse"--preview for the press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. <u>Trade showing Wed., June 9 at 10:30 A.M.</u> Thereafter by appointment.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showings June 8, 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. ( <u>Press show Mon., June 7 at 3:00 P.M.</u> ) By reservation.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: Eleanor Stoner, LA. 4-6968.
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. Thereafter, June 9, 15, 16 at 2:30 P.M.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR By reservation. Contact: Kay Farmer, OX. 5-4812.
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. There- after at 10:30 and 2:30, by appointment.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR Contact: BR. 9-8144.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Tuesday June 8	OPENING: FALL COLLECTION Daily informal showings of couture coordinates, two-piece dresses, and three-piece suits, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	MAGDA COUTURE COORDINATES, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 9 10:30 A.M.	PRESS PREVIEW: FALL- WINTER BRIDAL FASHIONS By invitation. (For Release, Mon., June 14.) June 14 at 6:30, St. George Hotel, Ballroom. By ticket only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Wednesday June 9 12:00 Noon	OPENING OF FALL COLLECTION Also, June 10 and 15 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 9, 15, 23 at 2:30 P.M. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Also, June 10, 15, 16, 17 at 2:30. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 10 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Oscar de la Renta for Jane Derby. By invitation. Thereafter June 11, 15, 17, 22, 24 at 10:30. By reserva- tion. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA FOR JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Donald Brooks will present his Fall collection, June 9, 10, 15, 17 at 4:00 P.M. By reservation. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday June 9 4:00 P.M.	OPENING: FALL COLLECTION Fall fashions, designed by Elinor Simmons and Gabrielle Andree, June 9, 15, 17 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday June 9 5:00 P.M.- 7:00 P.M. Cocktails	FIFTH ANNUAL SHOE DESIGNER AWARDS Fashion show in new wide screen color film. Shoe Awards to six women's de- signers, two men's designers, two designers of industrial and sports shoes, three children's designers, three handbag designers. Fashion Show Coor- dinator and Commentator: Billie Gould. By invitation. Contact: MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	N.Y. HILTON HOTEL TRIANON BALLROOM
Wednesday June 9 9:00 P.M.	PREVIEW OF FALL FASHIONS For press and buyers, by invitation.(Black Tie). Also, June 15 and 17 at 4:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Wholesale fur collection for Fall-Winter. By invitation. Contact: BR. 9-0633.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 10 11:30 A.M.	OPENING: FALL COLLECTION Fall collection, designed by Dorothy Farbo, June 10, 15, 17 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 10 12:00 Noon	OPENING OF FALL COLLECTION Showings June 10 at 12:00 Noon and 5:00 P.M.; June 11, 14, 15, 17, 21 at 12:00 Noon. By appointment. Contact: LW. 4-0454.	GEOFFREY BEENE	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 10 12:00 Noon	OPENING OF FALL COLLECTION Daytime, cocktail, and evening fashions at 12:00 Noon, June 10, 15, 17, 24. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 10 12:00 Noon	OPENING: FALL COLLECTION By reservation. Continuous daily showings thereafter. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday June 10 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 16 and 22 at 2:30. By reservation. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 10 6:00 P.M. Cocktails	ANNUAL FASHION SHOW AND DINNER Complete Fall fashion forecast of styles from Butterick, McCall's, Simplicity, and Vogue Patterns. Cocktails--6:00 P.M.; Dinner--7:00 P.M.; Show--8:30 P.M. Dinner: \$12.50. Contact: Sandy Geist, LO. 4-1300; or Marcia Land, AL. 4-2100.	WOMEN'S FASHION FABRICS ASSOCIATION	HOTEL PLAZA BAROQUE SUITE
Friday June 11 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTIONS Preview for the press of Fall-Winter fur collections by Christian Dior Furs of Paris, and Laurence H. Kaye. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: Rose Ciacchi, OX. 5-8340.	CHRISTIAN DIOR FURS; LAURENCE H. KAYE	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday June 14 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Showing for buyers at 6:00 P.M. daily through June 25. By reservation. Contact: PL. 5-2872.	GUSTAVE TASSELL	64 EAST 55TH STREET SHOWROOM - 3RD FLOOR
Tuesday June 15 5:30 P.M.- 7:30 P.M.	ANNUAL "BLACK & WHITE" PARTY Black & White Scotch and Harper's Bazaar will invite buyers to a cocktail party. By invitation. Contact: PL. 1-2100, Ext. 360.	FLEISCHMANN DISTILLING CORP.	ESSEX HOUSE COLONNADES ROOM
Wednesday June 16 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection, by invitation. Thereafter daily, by appointment. Contact: PL. 5-2494. Publicity: Eleanor Lambert, MU. 8-2130.	STAVROPOULOS (45 WEST 57TH STREET)	HOTEL REGENCY BALLROOM



# 1966

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